**Orders** 

Order / Rev:

108195

Alt Order #:

06867190 NRCC/HECK

Product Desc: Estimate:

3060

Flight Dates:

10/24/12 - 10/30/12

Original Date / Rev:

10/23/12 / 10/30/12

Order Type:

**GENERAL** 



KSNV

Primary AE:

Amy McCreary

Sales Office:

BLPHI

Sales Region:

National

Agency

Name:

Strategic Media Placement, Inc.

**Buying Contact:** 

Billing Contact:

7669 Stagers Loop

Delaware, OH 43015

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

00:05:00

Advertiser

Name:

Priority:

NRCC/ Heck 4 Congress

A35+

Product Codes:

Revenue Codes:

Demographic:

PLC02,PLI2

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	17	\$15,325.00	\$13,026.25		
10/29/12	10/30/12	8	\$8,000.00	\$6,800.00		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$15,325.00	\$13,026.25	0.00
November 2012	8	\$8,000.00	\$6,800.00	0.00
Totals	25	\$23.325.00	\$19.826.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$23,325.00
Market	100%	\$89,711.54

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$23,325.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$22,427.88
KTUD	1%	\$897.12
KVVU	17%	\$15,250.96
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$4,485.58

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/24/12	10/30/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	_	6-7a	MTWTF	:30	5	\$700.001	0.00 NM	5	\$3,500.00
		NEWS				J								
		Star	t Date E	nd Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		

Print Date: 10/30/12 17:16:57 Page 2 of 2

**KSNV** 

Totals

25

\$23,325.00

Order / Rev:

108195

Advertiser:

NRCC/ Heck 4 Congress

Alt Order #:

06867190

Product Desc:

NRCC/HECK

Flight Dates: 10/24/12 - 10/30/12

Estimate:

3060

Ln Ch Break Start/End Time Start Inventory Code Days End Len Spots Rate Pri Rtg Type Spots Amount 0.00 NM F 1 KSNV 10/24/12 10/30/12 M-F 6-7a WakeUp w/WaQM 6-7a MTWTF--:30 5 \$700,001 5 \$3.500.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date Spots/Week Rating End Date **Weekdays** Rate Week: 10/24/12 10/30/12 MTWTF--\$700.00 0.00 5 KSNV 10/24/12 10/30/12 M-F Early News CM 5-630p MTWTF--:30 5 \$1,200.001 0.00 NM \$6,000.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 10/30/12 MTWTF--Week: 10/24/12 5 \$1,200,00 0.00 \$900.001 KSNV 10/24/12 10/30/12 FacetoFace/Ralston Rep@M 730-758pm MTWTF--:30 5 0.00 NM 5 \$4,500.00 FacetoFace/Ralston Report FACE TO FACE Start Date **End Date Weekdays** Spots/Week Rate Rating MTWTF--Week: 10/24/12 10/30/12 \$900.00 0.00 E 5 KSNV 10/24/12 10/30/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF---:30 5 \$1,200,001 0.00 NM 5 \$6,000.00 M-F News 3 at Eleven **NEWS** End Date **Rating** Start Date Weekdays Spots/Week Rate MTWTF--10/30/12 5 \$1,200.00 0.00 Week: 10/24/12 KSNV 10/27/12 10/28/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 2 \$1,100,001 0.00 NM 2 \$2,200.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----SS 2 \$1,100.00 0.00 News 3 Sunrise - SATURIM E 8 KSNV 10/27/12 10/27/12 6a-7a ----S-:30 \$150.003 0.00 NM \$150.00 News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----S-Week: 10/22/12 10/28/12 \$150.00 0.00 Saturday Today CM ----s-:30 \$625.001 0.00 NM E 9 KSNV 10/27/12 10/27/12 7a-9am 1 \$625.00 Saturday Today **TODAY** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 10/22/12 10/28/12 \$625.00 0.00 E 10 KSNV 10/28/12 10/28/12 Sunday Today 7a-8am :30 \$750.001 0.00 NM CM ----S n \$0.00 Sunday Today TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----5 \$750.00 0.00 Start/End Time Ch Date Range **Description** Weekdays Length Rate Rtg Type ----Su 7a-8am (\$750:00) 0.00 NM 1 KSNV 10/22/12-10/28/12 Sunday Today :30 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE N11 KSNV 10/26/12 10/26/12 The Tonight Show ----F--0.00 NM CM 1135p-1236a :30 \$500.001 O \$0.00 Tonight Show **End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/22/12 10/28/12 \$500.00 0.00 1 Start/End Time Spot Ch Date Range Description <u>Weekdays</u> Length Rate Rtg Type 1135p-1236a (\$500:00) 0.00 NM 1 KSNV 10/22/12-10/28/12 The Tonight Show :30 Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE N 12 KSNV 10/28/12 10/28/12 News 3 Sunrise - SUND/SM 6a-7a ----S :30 1 \$350.001 0.00 NM 1 \$350.00 News 3 Sunrise SUNDAY End Date Weekdays Spots/Week Rating Start Date <u>Rate</u> Week: 10/22/12 10/28/12 \$350,00 0.00